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ABSTRACT

This book chronicles the history of intercollegiate athletics from 1910 to 1990, from the early glory days of Knute Rockne to the modern era of big budgets, powerful coaches, and pampered players. It describes how sports programs, although seldom accorded official mention with teaching and research in a university mission statement, have become central to university life. As administrators search for a proper balance between athletics and academics, the particular institution of college sports grows increasingly powerful and controversial. In 1991, the Knight Foundation Commission report called for a new model of college sports whereby intercollegiate athletics would keep faith with the "student-athlete" ideal. The plan called for college presidents to give renewed attention to academic integrity, financial integrity, and program accountability through certification. Despite these recommendations and even though highly publicized scandals have been conspicuous events in college sports history, the universities and the public have come to accept illegal and unethical activities. In fact, financial problems have been a stronger force for rethinking and reforming priorities in intercollegiate athletics than moral outrage with even Ivy League institutions reducing their athletic programs by dropping selected varsity sports in cost-cutting moves. (Contains 175 references.) (JLS)

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